

APPENDIX G

INDEX

<b>Accidents</b>	
Actions following an accident .....	8-15
Actions prior to an accident .....	8-13
Assessment of accident or disaster .....	8-7
Briefing local officials on emergency procedures .....	8-9
Classified material, protection of .....	8-11
Emergency stations for public affairs staff .....	8-16a
Handling media representatives on scene .....	8-7, 8-20a
Initial release .....	8-7, 8-19
Key, high-level personnel involved .....	8-17
Media identification at accident scene .....	8-20a
Multi-service accident information policy .....	8-18
Nuclear accident and incident policy .....	8-23
Public affairs requirements to prepare for .....	8-5
Release of information on personnel involved .....	8-17
Role of public affairs .....	8-5
Toxic waste .....	8-25
Video and photography at accident sites .....	8-21
Accreditation, news media .....	8-41
Accuracy of fictional portrayal .....	3-58
Accused persons .....	5-24
Actors, Off-duty personnel as .....	3-38
Adverse news, release of .....	3-17
Advertising, official photos used in .....	3-38
Aerial Review .....	4-16
American Forces Information Service (AFIS) .....	2-3
AFRTS (See Broadcasting)	
Aircraft performance and record demonstration .....	4-17
Airlifts .....	4-69
All Hands .....	2-6
Amateur scientific groups .....	4-49
<b>Area Coordinators</b>	
Geographic assignments .....	1-19
Public affairs functions .....	1-21
Armed Forces Day .....	4-67
Art, requesting .....	4-85
Assessments, public affairs .....	8-7
<b>Assistant Secretary of Defense (Public Affairs) [ASD(PA)]</b>	
Authority, duties and responsibilities .....	1-8
Internal information, responsibilities regarding .....	2-3
Performance teams, approval authority for .....	4-6
Public information, responsibilities regarding .....	3-5
Association of Naval Aviation .....	4-50
Association of Naval Services Officers, Inc .....	4-46
Athletic events .....	4-61, 4-86
Attribution .....	3-21
Audience analysis (before delivering a speech) .....	3-40, 3-46a
Awards .....	6-43
Background (as a groundrule) .....	3-21
Background briefings .....	3-25, 3-30h

Balancing test .....	7-15, 7-17
<b>Bands</b>	
Providing entertainment at internal observances .....	2-43, 4-73
Base closure and force reduction .....	5-30
Base-Community Council .....	4-39
Bluejackets Association .....	4-48
Briefing local officials on emergency procedures .....	8-9
<b>Broadcasting</b>	
AFRTS during a contingency .....	8-43
At sea .....	2-26
Cable contract negotiation .....	2-26, 2-30a
Fleet Support Detachments .....	2-28
Mobile NAVBCSTSVC Detachment .....	8-43
Overseas (regions served by NAVBCSTSVC detachment) .....	2-25
Reporting requirements for OICs of detachments .....	2-25
Satellite service .....	2-28
SITE systems .....	2-27
Televisions authorized for shipboard use .....	2-28
U. S. (less Alaska) .....	2-25
<b>Buisness, industry, and labor, relations with</b>	4-57
Capabilities, platform .....	2-21
Captain's Call Kits .....	2-5
Casualty assistance calls .....	5-35, 5-37, 8-17
Ceremonies .....	4-67
Chain of command .....	1-7
Channels of authority .....	1-7
Change of command .....	4-66
Checklist, for inspections .....	6-27
<b>Chief of Information (CHINFO)</b>	
Broadcast programming, approval authority regarding .....	3-35
Community relations funding, responsibility for .....	4-57
Contractor facilities, approving media visits to .....	4-62
CNO/SECNAV, relationship to .....	1-10
Field activities .....	1-12
Industrial events .....	4-82
Liaison with national organizations .....	4-39
Mission .....	1-10
Motion picture industry events .....	4-72
Performance team, approval authority regarding .....	4-6
Photographs, functions involving handling of .....	3-53
Public information, responsibilities regarding .....	3-5
Ship ceremonies, responsibility for .....	4-68
Choral groups .....	4-72
Civic groups, relations with .....	4-37
Civil litigation .....	5-25
Civilian employment .....	6-53
Civilian enterprise contracts .....	2-31, 2-33
Claims against the government .....	5-29
<b>Classified material</b>	
Protection at accident site, off base .....	8-12
Protection at accident site, on base .....	8-11
Security review of materials at accident scene .....	8-11
Clearance, security .....	5-3
Clinical topics, clearance of personal writings on .....	3-58

Clipping Analysis .....	3-20h
Color guard .....	4-71
Combat documentation .....	8-49
Command events [see Community events (internal)]	
<b>Command Information Bureau (CIB)</b>	
Concept of operation .....	3-62
Planning standards for establishment .....	3-61
Release authority for information disseminated by CIB .....	3-15
Responsibilities .....	3-63
Typical CIB organization .....	3-62
<b>Command inspections</b> .....	6-23
Community relations .....	6-32
Contingency public affairs .....	6-39
Internal information .....	6-24
Organization and functional areas .....	6-23
Planning .....	6-36
Public information .....	6-26
Resource management .....	6-39
Security and policy review .....	6-34
Commissioning of ships .....	4-65
Communication awards .....	6-43
Community events (external) (see Community relations)	
Community events (internal)	
Basic information .....	2-41
Command observances .....	2-41
Entertainment .....	2-43
Observances external to the command .....	2-42
Visual information coverage .....	3-53
Community management for Navy personnel .....	6-43
<b>Community relations</b>	
Aerial review .....	4-16
Aircraft performance and record demonstrations .....	4-17
Athletic events .....	4-61, 4-77
Authority to approve participation in events .....	4-13, 4-21
Aviation and parachute units .....	4-15
Bands .....	4-73
Base-community council .....	4-40
Briefing local officials on emergency procedures .....	8-9
Ceremonies .....	4-67
Change of command .....	4-66
Civilian aerial demonstrations on base .....	4-18
Color guard .....	4-67, 4-71
Commissioning of ships .....	4-65
Cultural events .....	4-61
Dedications .....	4-65
Determination of propriety .....	4-5
Disaster relief .....	4-58, 4-69
Ethical considerations .....	4-5
Exhibits .....	4-82
Facility utilization .....	4-55
Fashion shows .....	4-72
Fiscal policy .....	4-53
Flight demonstration team .....	4-17
Flyover .....	4-17

3 JUN 1987

Keel layings .....	4-64
Launchings .....	4-64
Loan of property or material .....	4-55
Military- or service-related groups .....	4-40
National organizations .....	4-37, 4-76
Navy-Marine Corps Council .....	4-40
Open mess facilities, use by the public .....	4-55
Parachute team demonstration .....	4-18
Parades, commercial .....	4-72
Parades, inaugural .....	4-61
Participation in community events .....	4-5
Planning for community relations (see Planning) .....	
Premiers, motion picture .....	4-72
Program eligibility .....	4-8
Purpose, basic policy and objective .....	4-2
Recommissionings .....	4-65
Requesting aviation/parachute unit performances .....	4-18
Relations with labor, industry .....	4-5, 4-57, 5-19, 5-43, 6-45
Relations with professional or technical societies .....	4-37
Relations with service-related groups .....	4-37
Ship ceremonies .....	4-62
Site eligibility .....	4-10
Social events .....	2-43, 4-68
Sponsor eligibility .....	4-9
Sporting events .....	4-61, 4-77
State, local officials .....	4-59
Static displays .....	4-18
Support eligibility .....	4-11
Veterans' organizations .....	4-40
Conferences (news) .....	3-24, 3-30d
Congressional inquiries .....	3-56
Contingency response to query .....	3-30i
Contract awards .....	3-6
Contract for printing .....	2-33
Contract negotiation .....	5-19
Contractors, relations with .....	4-5, 4-57, 5-19, 6-45
Controversial issues among government agencies .....	3-9
Conventions, national organizations .....	4-76
Copyrighted material .....	5-15
Court-Martial, news media coverage of .....	5-24
Courts of inquiry .....	5-24
Critical technology .....	5-17
<b>Cruises</b>	
General policy, coordination and approval .....	4-29, 4-32
"Go Navy" Cruise .....	4-35
Guest of the Navy Cruise .....	4-34
Joint Civilian Orientation Conference Cruise .....	4-32
Necessary information for participants .....	4-30
Secretary of the Navy Guest Cruise .....	4-33
Decommissioning .....	4-65
Dedications .....	4-65
Defense Advisory Committee on Women in the Services .....	4-48
Delegation of release authority .....	3-15
Delivery goal for initial release on crisis, disaster .....	8-7

Demographics, audience .....	3-54a
Demonstrations .....	4-80d
Developmental test and evaluation information .....	5-14
<b>Director of Public Affairs (DIRPA)</b>	
Aviation events, coordination responsibility for .....	4-15
Broadcast programming, approval authority .....	3-37
CMC/SECNAV, relationship to .....	1-15
Contractor facilities, media visitation of .....	4-55
Field activities .....	1-15
Internal information, responsibilities regarding .....	2-9
Liaison functions with national organizations .....	4-38
Motion picture industry events .....	4-72
Performance team appearance, approval authority for .....	4-6
Public information, responsibilities regarding .....	3-4
Disclaimers .....	2-38
Disciplinary problems .....	5-25
Disaster relief .....	4-69
Dissemination of information, principles governing .....	3-23
Dissent .....	5-25
Editorial boards .....	3-24, 3-30g
Electronic media .....	2-25
Embargoed information .....	5-21, 3-30h, 3-30b, 8-54
Embarkations (news media) (see also Visits) .....	3-26, 5-45
Embarkations (non-government, non-news media) .....	5-43
Emergencies (see Accidents)	
Emergency stations for public affairs personnel .....	8-16a
Events of intense public interest (standard of performance) .....	3-13
Events of mutual interest .....	4-53
Events of primary interest .....	4-53
Exclusive requests for information .....	3-18
Exemptions, Freedom of Information Act .....	7-7
Exemptions, Privacy Act .....	7-13
Exercises, joint .....	3-6
"Exhibit 12A" information .....	5-3
Exhibits .....	4-81
Extended operations, public affairs actions during .....	8-16a
Facilities, authorized use of .....	5-41
Fairs, festivals .....	4-75
Fashion shows, participation in .....	4-72
Federal employee labor unions .....	3-65
Fees (acceptance as a speaker) .....	3-43
Festivals .....	4-75
Fiction, accuracy or degree of realism of .....	3-58
Fiscal management .....	6-49
Fiscal policy for community relations .....	4-53
Flag and general officers (as speakers) .....	3-49
Fleet Reserve Association .....	4-37
Flight demonstration team .....	4-17
Flyovers .....	4-17
Footage, video or film, stock .....	3-6, 3-49
<b>Freedom of Information</b>	
Exemptions .....	7-7
"For Official Use Only" .....	7-7
History .....	7-3

3 JUN 1987

Impact on public affairs .....	7-1
Incomplete or unclear requests .....	7-5
Media relations implications .....	7-13
Request processing .....	7-5
Summary for public affairs purposes .....	1-2
Time limit for response .....	7-5
Fund-raising events .....	3-43, 4-76
Funded newspapers .....	2-35
Funds, allocation of .....	6-58
Funds, ceiling .....	6-57
Funerals .....	4-76
"Go Navy" Cruise .....	4-35
Government inquiries, state or local level (see Congressional inquiries) .....	3-55
Gratuities (acceptance as a speaker) .....	3-43
Groundrules .....	3-18, 3-30a
Guest of the Navy Cruise .....	4-34
<b>History</b>	
Marine Corps public affairs .....	6-1
Navy public affairs .....	6-1
Honoraria .....	3-58
Hospitals, clinics .....	3-34, 2-21
Hypothetical questions .....	8-40d, 3-30a
Impartiality (standard of performance) .....	3-14
Incidents (see Accidents)	
Indemnity agreement .....	3-29
Independence Day .....	4-67
Industrial events .....	4-75
Industrial Information Program .....	4-82
Industry, relations with .....	4-57, 5-19, 5-40, 6-45
Information for your use .....	2-6
<b>Information</b>	
Accused persons .....	5-24
Developmental test and evaluation .....	5-13
DoD Principles of .....	1-3
Hospitalized personnel .....	5-33, 5-37
Injured personnel .....	5-33, 5-37
Investigations .....	5-27
Lobbying .....	5-29
Militarily critical technology .....	5-9
Missile test firing .....	5-14
Navy nuclear propulsion .....	5-4
Personal .....	5-17, 5-28
Political .....	5-39
Possible claims against the government .....	5-29
Prohibited visual .....	5-37
Proprietary .....	5-15
Test and evaluation .....	5-13
That could endanger personnel .....	5-17
Wounded personnel .....	5-33, 5-37
Injured personnel .....	5-33, 5-37
Inquiry by one reporter .....	3-18
"Inside information," use of .....	3-58
Inspections, checklist .....	6-27
Interagency exhibit programs .....	4-25, 4-91

3 JUN 1987

interagency programs, loans for .....	4-55
<b>Internal information</b>	
American Forces Information Service (AFIS) .....	2-3
Audience .....	2-9
Department of the Navy organization .....	2-4
Electronic media .....	2-25
Essential element of command .....	2-11
Marine Corps organization .....	2-7
Media, internal .....	2-12
Messages .....	2-10
Navy Internal Relations Activity .....	2-5
Navy organization .....	2-5
Planning .....	2-9
Relation between internal information and readiness .....	2-1
Required capabilities .....	2-19
Organization for internal information .....	2-3
Ways in which internal information enhances readiness .....	2-2
Interviews .....	3-25, 3-30g
Interviews by national-reach media .....	3-6
Interviews on broad Navy or Marine Corps issues .....	3-6
Intra-command security review .....	5-3
Joint Civilian Orientation Conference (JCOC) Cruise .....	4-32
Joint exercises .....	3-6
Joint operations .....	3-6
Keel laying .....	4-64
Key personnel .....	8-17
Labor, relations with .....	4-5, 4-57, 5-19, 6-45
Launching .....	4-64
Legislation .....	5-29
Libel .....	5-29
Lithograph program .....	4-86
Loan of property .....	4-25, 5-40
Lobbying .....	5-29
<b>Local and State government officials</b>	
Briefing on accident policy .....	8-9
Consultation with local officials .....	4-59
Responding to routine queries by .....	3-55
Marine Audio Service .....	2-8
Marine Corps Birthday .....	2-41, 4-72
Marine Corps League .....	4-43
Marine Corps Mobile News Team .....	2-9
<b>Marine Corps Public Affairs Offices (MCPAOs)</b>	
Listing .....	1-16
Responsibilities .....	1-16
Marine Corps Reserve Association .....	4-42
Marine Video Service .....	2-8
<u>MARINES Magazine</u> .....	2-7
<b>Maritime Strategy</b>	
Role of public affairs in executing the strategy .....	1-3
Messages that will explain the strategy .....	1-3
<b>Mass communication</b>	
Basic information .....	3-20a
Clipping analysis .....	3-20h
Suggested reading .....	3-20c

**SECNAVINST 5720.44A****3 JUN 1987**

Three elements of	3-20a
Media	4-90
Media availability	3-24, 3-20f
Media List	3-20f
Media pool	8-45
Medical commands and activities	2-21, 3-34
Message, internal (or themes)	2-10
Memorial Day	4-72
Memorials and museums	4-85
Militarily critical technology	5-9
Military justice matters	5-23
Military-related groups and organizations	4-40
Minorities	4-89
Missile test firing information	5-14
Motion pictures, special showings of	4-72
Multi-service accident release policy	8-17
<b>Multiple channels of authority</b>	
Area coordinators	1-18
Basic introduction	1-7
Combined allied and overseas channels	1-9
Defense department channel	1-7
Department of the Navy channel	1-10
Marine Corps Reserve	1-21
Naval Reserve	1-20
Recruiting external communication	1-20
Operating forces	1-16
Museums	4-85
Names of personnel assigned overseas, routinely deployed or those assigned to sensitive units	3-11, 5-17
National command authority	3-5
National magazine or book publishing	3-10
National Naval Officers Association	4-46
National organizations	4-37, 4-90
National Priorities List	8-25
Naval Enlisted Reserve Association	4-42
Naval Order of the United States	4-45
Naval Reserve Association	4-41
Navy Art	4-85
Navy Birthday	2-41, 4-72
Navy Broadcasting Service	2-5, 2-25
Navy Club of the U. S.	4-42
Navy Combat Lithograph Program	4-87
Navy Day	2-41, 4-72
Navy Editor Service	2-5
<b>Navy Internal Relations Activity (NIRA)</b>	
Products	2-5
Responsibilities	2-5
Navy Installation Restoration (IR) Program	8-25
Navy League of the U. S.	4-43
Navy News This Week	2-7, 3-49
<b>Navy Offices of Information (NAVINFOs)</b>	
Command relationships and status	1-13
Listing	1-12
Mission	1-12

Special functions of certain offices .....	1-14
Navy News Service .....	2-7
Navy News This Week .....	2-7
Navy Relief Society .....	4-49
Navy Secretariat (as speakers) .....	3-41
Navy Week .....	2-41, 4-72
Navy Wifeline Association .....	4-47
Navy Wives Clubs (not affiliated with NWCA) .....	4-47
Navy Wives' Club of America, Inc (NWCA) .....	4-47
Necessity for personal contact (standard of performance) .....	3-14
News advisories .....	3-24, 3-30c
News media accreditation .....	8-41
News media, handling at accident site .....	8-20a
<b>News media relations</b>	
Attribution .....	3-21
Background briefings .....	3-25, 3-30h
Contingency response to query .....	3-30i
Distorted or untruthful news reports .....	3-17
Editorial boards .....	3-24, 3-30f
Embarkations .....	3-26, 5-46
Exclusive requests for information .....	3-18
Groundrules .....	3-21
Interviews .....	3-25, 3-30g
Media availabilities .....	3-24, 3-30f
News advisories .....	3-24, 3-30c
News conferences .....	3-24, 3-30e
News media embarkations .....	3-26
News releases .....	3-23, 3-30b
Policy and ethics .....	3-17
Preparing individuals for a media encounter .....	3-30a
Response to query .....	3-25, 3-30h
Rule of first inquiry .....	3-18
Spot news releases .....	3-23
Standards of performance .....	3-13
<b>Newspapers, Military</b>	
Appropriated fund .....	2-31
Base Guides and Directories .....	2-40
Basic information .....	2-31
Civilian or commercial enterprise .....	2-31
Contracting for printing .....	2-33
Editorial policy .....	2-35
Mandatory distribution .....	2-39
News bulletins .....	2-39
Policies .....	2-35
Types .....	2-31
News releases .....	3-23, 3-30b
Next-of-kin .....	8-17
No comment .....	3-14, 3-30a
Non-Commissioned Officers Association of the U. S. A. ....	4-50
Nonjudicial punishment .....	5-25
Nonlocal travel .....	3-10, 5-43
Nuclear accidents and incidents .....	8-23
Nuclear propulsion information .....	3-10, 5-4
Nuclear weapons information .....	3-10, 5-7, 8-23

3 JUN 1987

Off the record .....	3-22
Off-duty civilian employment .....	3-38, 6-45
Official Photos, release of .....	3-50, 5-30
Official representation funds .....	6-50
Official spokesperson .....	3-21
Officials, state and local, consultations with .....	4-59
Official/unofficial statements (standard of performance) .....	3-14
On the record .....	3-21
Open mess facilities, use by the public .....	4-55
Operations, joint .....	3-6
OPEVAL results .....	3-11, 5-14
Overseas community relations funds .....	6-50
Parachute demonstration team .....	4-17
<b>Participation in (external) community events</b>	
Approval level .....	4-13, 4-21
Determining propriety .....	4-5
<b>Personal information, requests for</b>	
For personnel assigned to overseas activities .....	5-17
For personnel assigned to routinely deployable units .....	5-18
For personnel assigned to special units .....	5-17
For personnel involved in accidents .....	8-17
Made by Congress or congressional staff members .....	3-56
Releasable under FOIA and Privacy Act (balancing test) .....	7-19
Specifically named individuals .....	5-17
<b>Planning</b>	
<b>Community Relations</b> .....	4-89
Assessing local attitude .....	4-90
Basic guidance .....	4-89
Events allowing direct interface .....	4-91
Local issues of controversy or sensitivity .....	4-92
Minority, women involvement .....	4-89
Sample plan .....	4-95
Variables, planning .....	4-89
Varied nature of the community .....	4-89
<b>Internal Information</b> .....	2-9
Audience (basic concepts) .....	2-9
Commercial media with significant internal audience .....	2-10
DoD-wide internal media .....	2-12
Emergent messages (introduction) .....	2-11
Emergent message (sample message development) .....	2-16l
Marine Corps-wide internal media .....	2-12
Media (basic concepts) .....	2-11
Message (basic concepts) .....	2-12
Navy-wide internal media .....	2-12
Recurring messages (introduction) .....	2-10
Recurring messages (sample message development) .....	2-16t
Seasonal messages (introduction) .....	2-11
Seasonal messages (sample message development) .....	2-16a
Situational messages (introduction) .....	2-11
Situational messages (sample message development) .....	2-16p
Unit broadcast internal media .....	2-13
Unit display internal media .....	2-13
Unit face-to-face channels .....	2-14
Unit internal events and activities .....	2-14

3 JUN 1987

Unit print internal media .....	2-13
<b>Public Affairs .....</b>	<b>6-3</b>
Basic guidance .....	6-3
Basic long-range plan elements (goals, etc.) .....	6-17
Long range .....	6-19
Short-range plan requirements (mission, goals, etc.) .....	6-5
Sample short-range plan .....	6-18
Sample long-range plan .....	6-21
Short-range, operation-oriented .....	6-5
Standards of planning performance .....	6-3
<b>Policy review</b>	
Basic guidance .....	5-11
Copyrighted material .....	5-15
Developmental test and evaluation information .....	5-14
Information that could endanger personnel .....	5-17
Introduced as supporting element of public affairs .....	1-6
Missile test firings .....	5-14
Operational evaluation (OPEVAL) results .....	5-14
Personal information .....	5-17, 5-18
"Personal" writings .....	3-57
Press clip distribution .....	5-15
Procedural guidance .....	5-11
Proprietary information .....	5-15
Test and evaluation information .....	5-13
Political information .....	5-37
Pool, media .....	8-45
Pool ground rules .....	8-47
<b>Principles</b>	
DoD principles of information .....	1-3
Information dissemination .....	3-23
Military's responsibility in democratic society .....	1-2
Principles of information, DoD .....	1-3
Public affairs objective (Maritime Strategy) .....	1-3
Public information policy .....	3-2
Underlying public affairs principles .....	1-1
Prisoners, release of information concerning .....	5-24
<b>Privacy Act</b>	
Applicability to deceased persons .....	7-19
Exemptions .....	7-11
History .....	7-9
Impact on broadcast operations (internal) .....	2-25
Medical record access .....	7-20
Minors .....	7-19
Personal notes .....	7-20
Purpose .....	7-9
Release of photos of personnel .....	7-19
Releasing personal information to Congress .....	3-56
Service record information disclosure .....	3-56, 7-19
<b>Productions/Producers</b>	
Actors, off duty personnel as .....	3-38
Advertising, publicity and promotional activity .....	3-37
General guidance on relations .....	3-35
Participation by Navy and Marine Corps personnel .....	3-37
Policy on cooperation with producers .....	3-36

**SECNAVINST 5720.44A****3 JUN 1987**

Professional societies and organizations .....	4-37, 4-78
<b>Program</b>	
Local .....	3-35
National .....	3-35
Regional .....	3-35
Project officers .....	4-82
Proprietary information .....	5-29
Protocol for speakers .....	3-46c
<b>Public affairs</b>	
Activities excluded from appropriation ceiling .....	6-49
Appropriation ceiling .....	6-49
Assessments of crises, contingencies .....	8-7
Functions of Area Coordinators .....	1-19
Functional applications .....	1-5
Goals in a contingency .....	8-2
Guidance .....	1-4
Inspections .....	6-23
JCS guidance .....	8-39
Officer, responsibilities of .....	1-18
Organization and authority .....	1-7
Planning guide .....	2-6
Plans (see Planning)	
Public inquiries .....	3-55
Purpose or role .....	1-1
Requirements to prepare for an emergency .....	8-5
Responsibilities of officers in command .....	1-17, 2-4, 3-7
Responsibilities of public affairs officers .....	1-18
Role in executing the Maritime Strategy .....	1-3
Summary (Marine Corps) .....	2-8
<b>Public affairs functional applications</b>	
Community relations .....	1-5
Internal information .....	1-5
Public information/media relations .....	1-5
Supporting elements .....	1-5
<b>Public affairs guidance</b>	
Department of the Navy level .....	1-4
Operational or administrative commander .....	1-4
Public Affairs Summary (PAS) .....	2-8
Public forum, for speakers .....	3-39
<b>Public information</b>	
Capabilities for various units .....	3-31
<b>Public information activity</b>	
Analysis .....	3-13
Collection of information .....	3-13
Coordination and approval .....	3-13
Dissemination .....	3-13
Public inquiries .....	3-55
<b>Public visits</b>	
Definition .....	4-28
Basic guidelines .....	4-28
Decorations, signs and warnings .....	4-36b
Detailed guidance .....	4-36a
Foul weather planning .....	4-36b
Tour guide selection and briefing .....	4-36a

3 JUN 1987

Publicity (as an authorized activity for recruiters) .....	1-20
Publicity (for speakers) .....	3-44
Queries by one reporter .....	3-18
Radio, Armed Forces during contingency .....	8-43
Realism of a fictional portrayal .....	3-58
Records, personal .....	7-9
Refusal to provide information (standard of performance) .....	3-14
Releasable personal information .....	7-17
<b>Release authority</b>	
Delegation of .....	3-15
Determination of .....	3-6, 3-9
In connection with CIB .....	3-15
<b>Release of Information</b>	
ASD(PA) .....	3-5
Authority .....	3-5, 3-61
Below Seat-of-Government-level .....	3-7
CHINFO .....	3-6
Determining release authority .....	3-9
DIRPA .....	3-6
"Exhibit 12A" information .....	3-6
Freedom of Information Act impact (general) .....	3-8
Major contract awards .....	3-6
Release authority .....	3-5, 3-61
Releasing personal information to Congress .....	3-56
Responsibilities of releasing authorities .....	3-7
Seat-of-Government-level .....	3-5
To private citizens, groups, government officials .....	3-55
<b>Report to the Congress</b> .....	2-6
Reporters, at accident/incident site .....	8-20a
Reserve Officers Association of the U. S. ....	4-50
Response to query .....	3-25, 3-30h
Retired Officers Association .....	4-51
Rule of first inquiry .....	3-18
Sea Legs. ....	4-48
Secretary of the Navy Guest Cruise .....	4-33
<b>Security review</b>	
"Exhibit 12A" information .....	5-3
Intra-command security review .....	-3
Introduced as supporting element of public affairs .....	1-5
Militarily critical technology .....	5-9
Navy nuclear propulsion information .....	5-4
Nuclear weapons information .....	5-7
"Personal" writings .....	3-57
Seat-of-Government-level security review .....	5-3
Space application .....	5-9
Submission requirements .....	5-5
Seminars, non-government .....	4-87
Service-related groups and organizations .....	4-40
Speakers, speaking engagements (see Speeches)	
Speakers bureau .....	3-42
Specified Commands (see Unified/Specified Commands)	
<b>Speeches</b>	
Audience analysis .....	3-40, 3-46a
Basic policy, definitions .....	3-39

**SECNAVINST 5720.44A****3 JUN 1987**

<b>Fees and gratuities for speakers</b> .....	<b>3-43, 4-79</b>
Lecturing .....	4-79
Navy Secretariat, flag and general officer speakers .....	3-41
Publicity .....	3-44
Requesting speaker services .....	3-43
Retaining speeches .....	3-43
Scheduling authority .....	3-41
Speaker's bureau .....	3-43
Teaching .....	4-79
Unsuitable speaking platforms .....	3-41
Writing and research .....	3-40, 3-46a
Speed of release (standard of performance) .....	3-13
<b>Sporting events</b> .....	<b>4-77</b>
<b>Standards of performance (information dissemination)</b>	
Delegation of release authority .....	3-15
Events of intense public interest .....	3-14
Impartiality .....	3-14
Necessity for personal contact .....	3-14
Official and unofficial statements .....	3-14
Refusal to provide information .....	3-14
Speed of release .....	3-13
<b>Standards of performance (news media relations)</b>	
Be accessible to the Duty Officer .....	3-17
Provide reporters all pertinent facts .....	3-17
Release adverse news candidly and rapidly .....	3-17
Require review of material only for security reasons .....	3-17
<b>Static Displays</b> .....	<b>4-18</b>
<b>Technical societies</b> .....	<b>4-57, 4-78</b>
<b>Television (see Broadcasting)</b>	
<b>Terrorism, terrorist threat and attack</b>	
Action during a terrorist attack .....	8-38a
Action following a terrorist attack .....	8-38b
Action prior to a terrorist incident .....	8-38a
Antiterrorism information release .....	8-35
Briefing personnel before a media encounter .....	8-38c
Counterterrorism information release .....	8-35
History and background .....	8-29
Internal information .....	8-30
Methods .....	8-29
Public information .....	8-31
Target hardening and procedural safeguards .....	8-33
Threat types .....	8-30
Toxic waste .....	8-25
<b>Tours (see Public visits)</b>	
<b>Transportation of Navy League members</b> .....	<b>5-46</b>
<b>Transportation of non-government personnel</b> .....	<b>5-44</b>
<b>Travel, local, nonlocal</b> .....	<b>5-44</b>
<b>Unified/Specified Commands</b>	
Broad description of .....	1-7
Community relations programs, authority to approve .....	4-13
Embarkation of guests, responsibilities for .....	4-29, 4-30
List of .....	1-8
Public affairs functions of .....	1-7
<b>Use of ships and aircraft</b> .....	<b>5-43</b>

3 JUN 1987

<b>U. S. Naval Institute (USNI)</b>	4-50
<b>Veterans Day</b>	4-68
<b>Veterans' organizations</b>	4-40
<b>Video, control of, at accident site</b>	8-21
<b>Visits (see also Embarkations)</b>	
Approval authority	4-29
Basic information	4-28
Definitions	4-27
Guest cruises, basic information concerning	4-28
Guest cruises, detailed guidance	4-32
Participants, basic information for	4-31
Policy, basic	4-28
Public visitation, basic information	4-28
Public visitation, detailed guidance	4-36a
<b>Visual information (VI)</b>	
Basic policy, definitions	3-47
Combat documentation	8-49
Coverage of command events	3-51
Forbidding VI documentation	3-50
Nonbinding assistance	3-48
Provision of VI resources and products	3-49
Release of VI documentation	3-50
Release of VI documentation to foreign nationals	3-53
Requesting non-combat VI support	3-52
Retention of official photography	3-53
Unofficial photography by assigned personnel	3-51
Use of photography in advertising	3-53
Use of VI materials	3-49
<b>Wartime</b>	8-39
<b>WIFELINE Magazine</b>	2-6, 4-47
<b>Women Marines Association</b>	4-44
<b>Women Officers Professional Associations</b>	4-48
<b>Work of fiction, comment on their accuracy</b>	3-58
<b>Writing for Commercial Publication</b>	
Basic policy	3-57
Letters to the editor	3-59
Submitting material for security review	3-58
<b>Youth organizations</b>	4-49

**SECNAVINST 5720.44A**

**8 JUN 1987**

**THIS PAGE IS  
INTENTIONALLY BLANK.**